

# **Downtown Improvement Committee**

## **Meeting Minutes**

**January 13<sup>th</sup>, 2017**

### **1. Call to Order and Welcome**

A regular meeting of the Nashua Downtown Improvement Committee was called to order at 7:44 A.M. on January 13<sup>th</sup>, 2016 in Nashua City Hall, Room 208 by Chair Mary Lou Blaisdell.

Present: Chair Mary Lou Blaisdell, Richard Lannan, Sy Mahfuz, Ron LaFleur, John Koutsos, James Tobin, Tim Cummings, Alderman Brian McCarthy, Alderman Ben Clemons

Members of the public: Paul Shea, Steve Sax, George Courage, Nicole Rogers, John Diaz

### **2. Approval of December 9<sup>th</sup> & 29<sup>th</sup>, 2016 Meeting Minutes**

**MOTION BY SY MAHFUZ TO APPROVE THE DECEMBER 9<sup>th</sup> & 29<sup>th</sup> MEETING MINUTES. SECONDED BY R. LANNAN AND APPROVED UNANIMOUSLY.**

### **3. Meeting Schedule**

Chair Blaisdell asks the committee if they have any thoughts on holding a special strategic planning meeting at the Hunt Memorial Library for February 7<sup>th</sup> 2017.

Committee agrees a special strategic planning meeting is desirable in order to better understand priorities for the next 3-5 years. S. Mahfuz requests the start time be moved to 7am so as to allow for a longer meeting. Committee members concur.

### **4. Wayfinding and Signage Progression Update**

N. Rogers of Greenman Pedersen presents information on the specifications, cost, locations, and quantity of the signs as defined in the wayfinding package. Additionally, information about options for phasing, alternate specifications, and tiered installation are presented.

B. Clemons feels the price for the sign package is accurate and he feel positive about the implementation of the wayfinding package.

S. Mahfuz asks if the cost numbers can change based on the interest in a fabricator winning the bid. N. Rogers confirms.

N. Rogers notes GPI targeting March to complete the design package and prepare a full bid document.

R. Lannan likes that there are options for implementation of a sign package as it will allow the Board of Alderman to determine what they can afford to fund.

G. Courage of Creative Courage presents progress on the artwork and color options for the sign family. G. Courage exhibits 4 color combination samples to the committee for consideration.

Committee members discuss the color options and determine a red/brown (Pantone 471) and black (Pantone 419) color combination are ideal. The non-reflective attributes to the black background are also desirable. Committee has consensus on the use of these colors for the signage.

P. Shea suggest gateway signage and other signs should likely receive white lettering. Alderman McCarthy and R. Lannan concur given the desire for contrast in sign colors.

## **5. Strategic Planning**

M. Blaisdell provides the committee with an update on the 2016 surplus parking revenue as well as existing unspent parking revenue and asks the committee for input on the priorities for the surplus parking revenue.

B. Clemons notes that the surplus parking revenue generated in 2016 will not be available until July 2017 due to the budget approval process. B. Clemons would also like to see the wayfinding considered for

T. Cummings suggest that the sign package may be appropriate for the Capital Improvements Process.

Alderman McCarthy, notes that due to the anticipated price for the wayfinding package, the project would need to go through the Capital Improvement Process regardless of funding source. Alderman McCarthy also suggests that due to budget constraints, there is likely a need for a significant amount of the surplus parking revenue to go towards offsetting the cost of the wayfinding package.

S. Mahfuz suggests presenting the wayfinding package to the mayor in order to get his feedback.

Chairwoman Blaisdell asks that the committee continue the discussion during the Special Strategic Planning Meeting in February

## **6. Other Business**

P. Shea of Great American Downtown provides the committee with a verbal description of a music event that they would like to host over this summer. The music venue would require \$10k to \$15k in start-up funding in order to be launched. P. Shea asks if the committee would consider funding the event.

After consideration & discussion, the committee feels it is a priority to focus available surplus parking revenue towards the execution of a Wayfinding project.

Chair Blaisdell asks if the committee feels it is important to go through the strategic planning meeting in February prior to allocating any additional funds to new projects. R. Lannan, B. Clemons, R. Lafleur, and S. Mahfuz concur. Chair Blaisdell requests the conversation be continued at the next meeting and asks committee members to gather their input and ideas for the February Special Strategic Planning Meeting.

## **7. Adjournment and Next Meeting**

**MOTION TO ADJORN THE MEETING MADE BY J. KOUTSOS AT 9:17AM. SECONDED BY R. LANNAN AND APPROVED UNANIMOUSLY.**

The next meeting will take place on February 10<sup>th</sup>, 2016 at 7:00 a.m. in the Hunt Memorial Library.